

## Press release

# EMS talks technology with global telecoms tour

**A leading US technology company has commissioned Event Marketing Solutions to deliver a two-year mobile marketing campaign to raise its profile in the global telecommunications industry.**

Launching in May with an initial tour of 17 European countries, the six-figure, two-year campaign for Nasdaq-listed Infinera is the biggest overseas project won by EMS to date.

Silicon Valley-based Infinera has developed a unique optical networking technology that is revolutionising the global telecommunications industry - making it quicker and easier to transfer large quantities of data through a digital network.

The company's optical systems containing their Photonic Integrated Circuit (PIC) technology are already being used by major telecommunications carriers such as Carphone Warehouse Networks (TalkTalk) - the UK's third largest internet service provider - and Deutsche Telekom, one of the world's largest carriers.

Infinera has already successfully used mobile face-to-face marketing in the US - delivering measurable increases in brand awareness and sales - and is keen to repeat the success in Europe.

Rick Dodd, Vice President: Corporate Marketing for Infinera, said: "This is a high-profile campaign that will put our products directly in front of key customers across Europe.

"A hands-on experience with Infinera systems is a powerful tool for Infinera. The Infinera Express will enable customers from the Shetland Isles to the Aegean coast to experience the power and simplicity of an Infinera network first-hand

He added: "EMS impressed us with their extensive experience and their ability to deliver every element of the campaign, from brand messaging to on-the-ground-delivery."

Keith Austin, Managing Director of EMS, said: "Infinera is one of a growing number of technology businesses to recognise the value of face-to-face marketing in a competitive and geographically diverse marketplace.

"We are developing a strong reputation as a supplier that understands the sector and can deliver measurable, bottom-line benefits through our campaigns."



**"This vehicle is a multi-million dollar calling card for us, it's a great way to have a one-to-one interaction with our customers."**

Leigh Wade, Director of Technical Marketing at Infinera

The Infinera European tour will operate on board a branded, 13.6 metre long mobile exhibition unit.

Visitors will be able to carry out live network configurations on board - witnessing first-hand the speed and simplicity of the product.

The vehicle will visit the headquarters of major telecommunications carriers by appointment, as well as visiting neutral locations close to its customers' operations.

**Tour launches in Rome on 19 May and will also visit:**

- UK
- Germany
- Norway
- Poland
- Bulgaria
- Czech Republic
- France
- Belgium
- Sweden
- Romania
- Greece
- Spain
- Netherlands
- Finland
- Hungary
- Austria

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